NCR's Teradata Division Implements Data Warehouse at German Airline Lufthansa

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Customer relationship management based on an enterprise-wide data warehouse

Teradata, a division of NCR Corporation (NYSE: NCR), announced today it is supporting Deutsche Lufthansa AG with the implementation of a comprehensive customer relationship management (CRM) program. At the technical core of the initiative is a company-wide data warehouse from Teradata that makes all relevant information on customers, products and services available at all customer contact points.

Personalized products and services aim to strengthen the loyalty of profitable Lufthansa Passage Airline customers. Currently, all the data from the areas of reservations, check-in and the frequent flyer Miles & More program has been integrated into the Teradata database, and initial CRM projects have been implemented.

The implementation of the Teradata CORONA (Corporate Online Analysis) warehouse means that employees in the areas of network management, sales, product and service as well as marketing have access to data containing the equivalent information of about 500,000 books of 1,000 pages each. The aim is to open up and include further data sources so that costly data gathering at the level of individual areas, known as data marts, can be further reduced during the course of the project. Initial CRM applications are already running on this central information platform that has now been integrated. When speaking to passengers who fly with Lufthansa frequently, employees in the Lufthansa Passage call centers will have profiles with precise and updated details of these passengers in front of them on their computer screens. In this way, it will be possible to offer air passengers their preferred seats and to reserve them immediately. Soon, flight attendants will also have access to this information via mobile devices, which will allow an even greater level of individual service on board. Management uses the data, among other things, to plan staff placement, discover cases of fraud and improve profit management. Thus, the data warehouse will help to identify potential interested parties for direct sales and remedy incorrect bookings in good time.

Christoph Ganswindt, manager of the Lufthansa CRM program, said, "Long- term and loyal customer relationships are the key to the profitable operation of a globally active airline company in one of the toughest markets. To guarantee these relationships, a company needs to be able to communicate through all channels individually and with extremely precise knowledge of its customers' requirements. An essential prerequisite for this is a data warehouse that can provide employees in call centers and sales with all data -- for this is the only way to satisfy customers."

About Deutsche Lufthansa AG

Deutsche Lufthansa AG is one of the world's largest and best-known airlines. The companies of the Lufthansa Group are market leaders in their sectors. Lufthansa has been fully privatized since 1997 and, with its 400,000 shareholders, is one of Germany's largest public companies. Lufthansa has always occupied a leading role in the utilization of information technology and will continue to expand this position. Further information is available at www.lufthansa.com .

The Lufthansa Passage Airline flies to 349 destinations in 94 countries, uses about 240 aircraft and employs more than 30,000 members of staff. It runs its own offices in all large airports. In addition to this, Lufthansa Passage also owns Germany's leading online travel shop with the Lufthansa InfoFlyway and operates eight call centres around the world.

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to http://www.Teradata.com .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long- established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,400 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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CONTACT:         Virve Tremblay, Teradata Division, +1-937-445-1863, or
                 virve.tremblay@ncr.com, or Northam Barran, Teradata Division, +1-770-623-7551,
                 or northam.barran@ncr.com, both of NCR Corporation

URL:             http://www.lufthansa.com
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